

What is claimed is:

1 1. A method for generating network presentation materials,
2 comprising
3 dynamically generating first presentation materials containing an item; and
4 dynamically generating second presentation materials based on selection of
5 the item in said first presentation materials.

1 2. The method according to claim 1, further comprising:
2 downloading to a client said dynamically generated first and second
3 presentation materials as single a web page.

1 3. The method according to claim 1, wherein the first and second
2 presentation materials are portions of a hypertext markup language (HTML)
3 document.

1 4. The method according to claim 3, wherein the first and second
2 presentation materials are presented by a web browser to a user.

1 5. The method according to claim 1, wherein the first and second
2 presentation materials are recorded in a single computer file.

1 6. The method according to claim 1, wherein said dynamically
2 generating second presentation materials comprises:
3 selecting one of a plurality of presentation portions of a program in
4 response to selection of the item contained in the first presentation materials; and
5 executing said one of the plurality of presentation portions of the program,
6 thereby dynamically generating said second presentation materials.

1 7. A method for managing internet presentation materials in a single
2 file format for ease of administration while presenting to a requestor only those
3 portions of the file requested, comprising:
4 defining, in a first portion of the file, a first variable equal to first
5 information and a second variable equal to second information;
6 defining, in a second portion of the file, first and second presentation
7 layouts, wherein said first presentation layout includes said first variable and said
8 second presentation layout includes said second variable; and
9 generating a page of presentation material in response to a request for said
10 first information, wherein the page is generated based on the first presentation
11 layout and includes said first information and does not contain said second
12 information.

1 8. The method according to claim 7, wherein said page is a World
2 Wide Web page for display on a web browser.

1 9. The method according to claim 8, wherein said web browser does
2 not support a hypertext markup language (HTML) frame tag.

1 10. The method according to claim 7, where said request includes a
2 uniform resource locator (URL).

1 11. A system for managing internet presentation materials in a single
2 file format for ease of administration while presenting to a requestor only those
3 portions of the file requested, comprising:
4 a server for communicating with a client;
5 a dynamic presentation page generating unit, coupled with said server;
6 a macro program, coupled with said dynamic presentation page generation
7 unit, having first and second presentation material stored therein,
8 wherein said dynamic presentation page generating unit, in response to a
9 message received by said server requesting said first presentation material,
10 generates a page of presentation material based on the macro program, the
11 generated page including said first presentation material and not including said
12 second presentation material.

1 12. The system according to claim 11, wherein said dynamic
2 presentation page unit generates said page of presentation material in the form of
3 hypertext markup language (HTML) for presentation on a non-frame-capable web
4 browser.

1 13. A method for presenting internet information, comprising:
2 receiving a request for presentation of first and second information;
3 generating, in response to the request, a presentation page for presenting
4 information on a browser, the generated page including said first and second
5 information and background information and not including third information,
6 wherein said first information is presented in a first presentation area, said
7 second information is presented in a second information area and said background
8 is uniformly presented in both said first and second presentation areas, wherein
9 said first, second and third information are recorded in a single file.

1 14. The method according to claim 13, wherein said presentation page
2 is a World Wide Web page for display on a web browser.

1 15. The method according to claim 14, wherein said web browser does
2 not support a hypertext markup language (HTML) frame tag.

1 16. The method according to claim 13, where said request includes a
2 uniform resource locator (URL).

1 17. A system for presenting internet information, comprising:
2 a server which receives a request for presentation of first and second
3 information;
4 a computer-readable file including first and second presentation information
5 and background information;
6 a dynamic presentation page generator generating, in response to the
7 request, a presentation page for presenting information at the client, the generated
8 presentation page including said first and second information and background
9 information,
10 wherein said first information is presented in a first presentation area, said
11 second information is presented in a second information area and said background
12 is decoupled from said first and second information and is uniformly presented in
13 both said first and second presentation areas.

1 18. The system according to claim 17, wherein said first and second
2 information are recorded in a single file.

1 27. A computer-readable medium encoded with a computer program,
2 comprising:
3 a definition area having presentation information stored therein, wherein
4 the presentation information defines a presentation layout of the presentation
5 information when displayed on a display unit.
6 a presentation page area having a plurality of presentation definition
7 sections defined therein, wherein in response to a request from a client said
8 presentation information of said definition area is combined with a selected one of
9 the presentation definition sections of said presentation page area to generate a
10 presentation page for display at the client.

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2 B1 } 28. The system according to claim 27, wherein said presentation
 information is stored as a value of a variable.

1 29. The system according to claim 27, wherein a background is stored
2 in the definition area and is combined with the selected presentation definition
3 section for uniform display across the presentation areas displayed on a web
4 browser.

1 30. The system according to claim 27, wherein the display unit is a web
2 browser.

